

Burson-Marsteller

Conference Report New York

Date July 29, 1988
Place Philip Morris, NY Office
Client Philip Morris

Present for Client Guy Smith

Present for Agency Gary Auxier, Dina Cangero,
Joan Licursi, David Wachen

Distribution

Attendees
Jane Barr
Jim Lindheim
G. Nightingale
Mike Irish/PM

Purpose of the meeting was to present a report on steps taken by B-M on the Social Acceptability project and discuss next steps. The following was discussed:

- o **PRESENTATION OF "SOCIAL ACCEPTABILITY PLANNING REPORT"**
 - o Review of work to-date since the initial development of the "Social Acceptability: Concept and Strategies" document developed at off-site Tarrytown meeting.
 - o Recommendation and client agreement to pursue an initial market "roll-out" strategy rather than multi-city "test market" approach.
 - o Recommendation and client agreement to use Pittsburgh as the first roll-out market, estimating that it will take approximately two years for full effects of program to be put in place and achieve greatest impact. Understanding that components of the program in Pittsburgh could be deployed in additional roll out markets as they are deemed successful.
 - o Recommendation and client agreement to pursue name "OASIS" to replace "VSP" reference as name for program elements.
 - o Client approval to go ahead with additional planning and implementation of program for Pittsburgh.
- o **DISCUSSION OF CURRENT PHILIP MORRIS AIRPORT PROGRAM**
 - o Agreed on the need for greater integration of the airport program and the Social Acceptability program.

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o IMMEDIATE NEXT STEPS

B-M

- o Prepare and provide client with budget for the project for the rest of calendar 1988 and for calendar year 1989.
- o Conduct trademark and name search to determine availability of OASIS name.
- o Develop Pittsburgh roll-out program.
- o Hold further discussion with M. Irish to determine airport program next steps.

Philip Morris

- o Arrange meeting between B-M and Benson and Hedges brand managers to discuss their restaurant program.
- o Arrange meetings between B-M and other PM brand managers to learn more about other past, present and future programs that might be applicable to the OASIS Program.

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